



# CITIZEN SIGN-UP KIT

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The Everbridge **Citizen Sign-Up Kit** gives customers the tools they need to ensure a successful rollout to your community. The Everbridge **Citizen Sign-Up Kit** includes source files for all of the following materials, enabling you to customize the text and drop in your own logos.

### THE EVERBRIDGE CITIZEN SIGN-UP KIT INCLUDES:

- + **Press release/media announcement** – Use Everbridge’s template press release or schedule a time to speak with Everbridge’s marketing team who will draft the release for you. Issue the press release directly or jointly with Everbridge. Distribute this release across the newswires, issue it on the City’s website, and/or distribute the release to journalists and other media contacts for inclusion in local, regional, or national publications. Everbridge reserves the right to review final press releases prior to distribution and publication and can make a spokesperson available for media interviews.
- + **Website buttons/links and content** – Add a button and overview of your emergency notification program to the City website to encourage residents to click through to the Everbridge Aware for Citizen Alerts selfregistration area. Place Web banners on city and county Web sites and on local news sites with a link to citizen self-registration.

- + **Poster (18x24)** – Hang posters in high-traffic areas, such as post offices, libraries, City Hall, and other public areas.
- + **Flyer (8.5x11)** – Post flyers in public areas. Use the artwork to place ads in local newspapers.
- + **Bill insert (3.5x8.5)** – Include these inserts in utility bills and other mailers.
- + **Letter template** – Customize and send a letter to residents and businesses providing an overview of how mass notification works and why the City has chosen to implement the Everbridge system. This information may also be posted on the City website.
- + **Opt-in/opt-out instructions** – Edit these instructions or use them as-is to mail to residents and businesses directly.

